The Greatest Sporting Goods Store in the World

Madison Avenue and 45th Street New York

The Silver Skates



Gifts with the magic attraction of sports.

For Hans Brinker-or the polar explorer-or the outdoor boy or girl.

The remembrance that counts-the Christmas gift that appeals - there has never been such a selection, even in the Greatest Sporting Goods Store in the World.

For Quick Selection



Riding Clothes and Maxwell Skates, Bob-Sleds, Skate-Sails,

Snow Sport Clothes and Shoes. Cellarettes, Spirit Closets and Humidor Cabinets.

Beach Umbrellas, Swimming and Bathing Suits, Surf Boards and Chairs.

Motor Scooters and Roller White Buck Shoes, and Pigskin

Cigar and Cigarette Cases. Loewe's London Pipes.

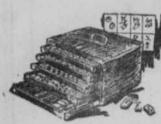
Flash Lights in Many Shapes. Fishing Tackle-Fly Rods and

Reels, Creels, Lines and Lead-

Abercrombie & Fitch Hand-Made Golf Clubs and standardized Golf Bags. Tennis, Racquets and Archery.

Indoor Golf and Putting.

Christmas Games and Sporting Souvenirs



Ma Jung, the ancient Chinese ame — Hand-Carved Chinese

Poker Chips and Card Tables-Roulette, Hazard, Minoru and

Golf Noveltles, including the Indoor Putter and the Profes-Sweaters, Skating Scarfs and Caps, Waistcoats and Jackets-

Popcoats and Ulsters for Men and

Largest Assortment of Shot-guns and Sporting Rifles in the World.

Tents and Camping Conveni-

Barometers, Binoculars, Opera Glasses and Cameras. Pocket and Table Cutlery.

Boys' Scout Outfits, Den Clocks, Ship Bells Clocks and Wrist Watches.

Everything for the Hunter, the Fisherman, the Aviator and the Yachtsman.

> Write for Booklet "The Christmas Trail"

Abercrombie & Fitch Co.

EZRA H. FITCH, President Madison Avenue and 45th Street New York

"Where the Blazed Trail Crosses the Boulevard"

John Wanamaker, Head of Big Department Stores, Dies at 84

hour these continued and the attending physicians noted an alarming weakening of the heart action. Mrs. Barclay Warburton and Mrs. Elizabeth McLeod, the daughters, were called to the sick room. A short while afterward Major Warburton and Norman McLeod, their husbands, arrived bringing with them Barclay H. Warburton jr., Mr. Wanamaker's grandson.

The three physicians, who had been summoned when the first paroxym of coughing attacked their patient, administered oxygen in an effort to statish the failing heart. It did not respond, and the pulse taps became gradually fainter.

Smiles Just Before Death

At a little before 5 o'clock, John Wanamaker opened his eyes and directed a smiling, fading glance around the faces of his family and friends who stoed by his bed. A few moments later he closed his eyes again. The smile of his physician, with no spoken word.

To all practical purpose, John Wanamaker deid in harness. Always keenly maker died in harness. Always keenly maker died in harness. Always keenly maker died in harness. Always keenly arche dei his immense business, he refused to listen to the pladings of his from active participation, and although he spent his last winter in Florids, he kept in touth with the affairs of his stores by daily telegrams and telephone messages. With the spring the aged merchant returned to his offices and remained there all summer until his illness overtook him, permitting himself only an occasional day at the seashore. Following his life-touch by his bed. A few moments later he closed his eyes again. The smile of his store were opened.

Mr. Wanamaker a Pioneer In Modern Selling Methods

Merchant Who Began Business Life as Clothing Store Salesman at \$1.25 Week and Fought Way Up Was Vital Factor in Raising Standard of Retailing

merchant was a sycophant. The insolent, intolerant customer was a bluf-

"Such were the conditions when Mr

When, in the spring of 1911, John Wanamaker had just rounded out a half century as one of the nation's leading merchant princes, and it was proposed that a fund be raised by his admirers for the purchase of a loving cup in commembration of his fidtle business anniversary, one of his old competitors summed up his life work in the following tribute:

"Every merchant in this country is either connectously or unconsclously under tremendous moral obligations to Mr. Wanamaker stores, through the medium drounded new ideals into retail trade. When he started business the average store keeper was little better than a common cheat. Seller and buyer were pitcled against sharper wits, and he who was superior in the art of deceit and subterfugge got the best of the bargain.

"Shopkepera were shopkepers—nothing more. They truckled and abject.

"Customers were haughty and ar
"Stookepera were shopkepers—nothing, more. They truckled and abject.

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"Stookepera were shopkepers—and and applied and and abject.

"Customers were haughty and ar
"Customers were haughty an

Like other of Mr. Wansmaker's in "Customers were haughty and arrogant and supercilious. They browbeat, beat down, snubbed, dictated and
intimidated. The sniveling, groveling

The sniveling are due to be regarded as a valuable even vital part
of the great mercantile organization.
Many hundreds of the store employees
availed themselves of the varied eduavailed themselves provided, and the university became one of the most cherished of the accomplishments of the merchant for his business "family."

His Political Career

intimidated. The sinveling groveling merchant was a sycophant. The insolent, intolerant customer was a bid-fer.

"Such were the conditions when when the state of the conditions when were the conditions when the state of the conditions when the conditions when the work produced and the state of the conditions when the conditions will be conditions when the conditions will be established between the purchases and the difference.

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"As alse will be canceled and monother than the state of the conditions will be established between the purchases and the difference.

"As alse will be canceled and monother than the state of the conditions will be established the business ideal as a young boy, he was selecting a locket for his mother at a small retained of retail merchandising, because known almost immediately after the began business. This business when the state of the

on Calvary, have been viewed by hundreds of themsend or viewed by hundreds of the viewed by hund

GIVE HER

"The headdresses of gold

or silver cloth, and the

coronets and bandeaux

have never been so

unusual nor their

vogue so pronounced, is

this week's fashion report.

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